

Communications Overview

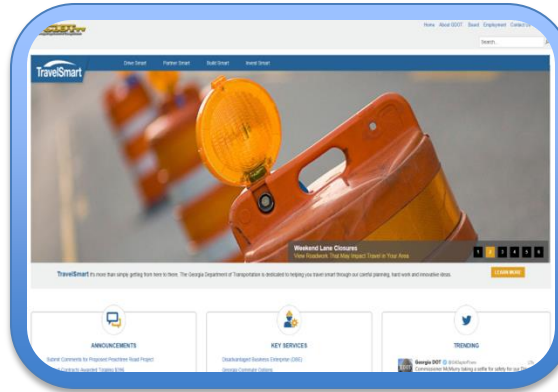
Karlene Barron

Communications Administrator

Office of Communications



Inform

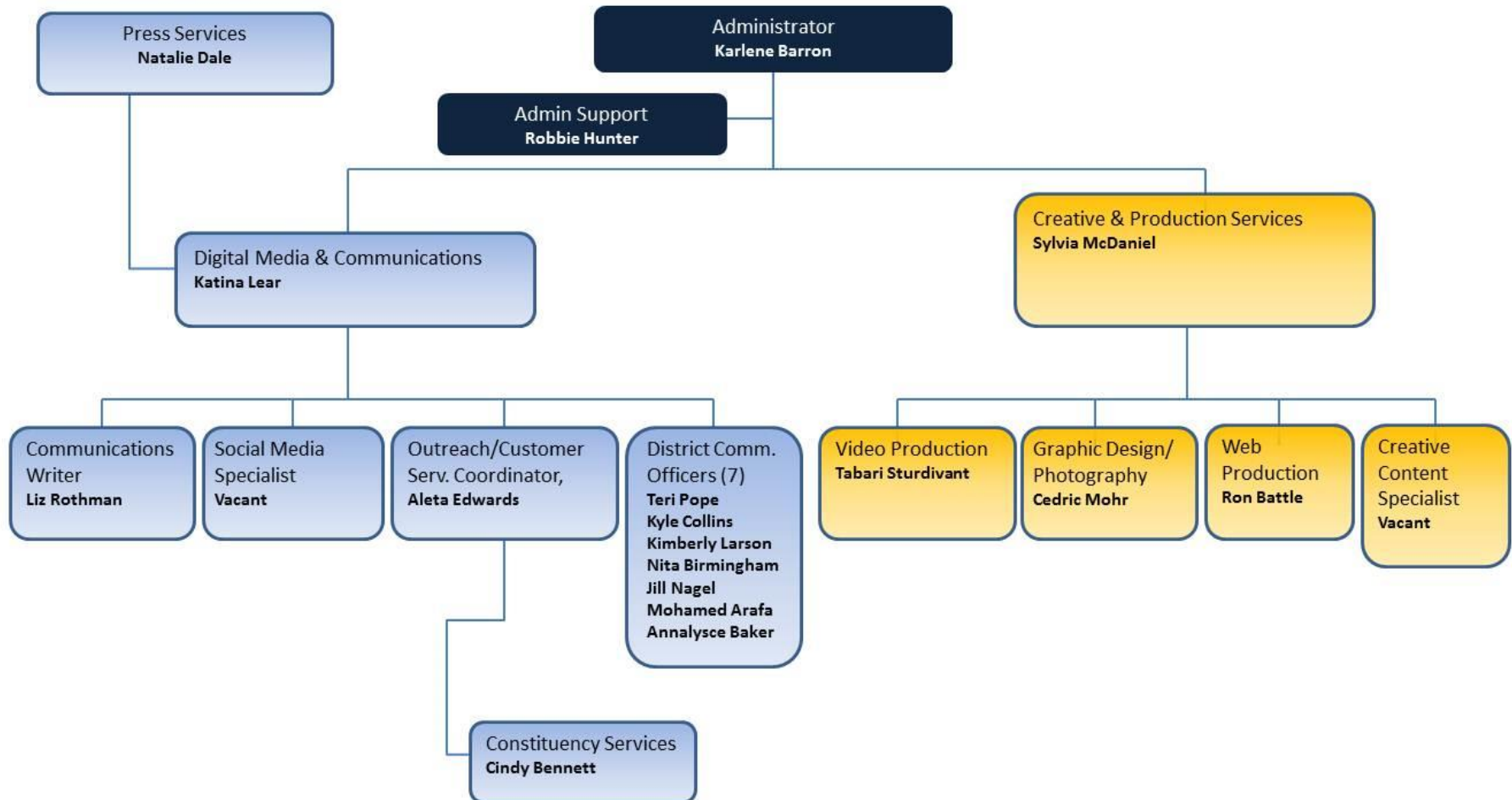


Educate



Communicate

Communications Org Chart



GDOT Goals

- Planning and constructing the best mobility-focused projects on schedule, and on budget
- Making safety investments and improvements
- Making GDOT a better place to work will make GDOT a place that works better
- Taking care of what we have in the most efficient way

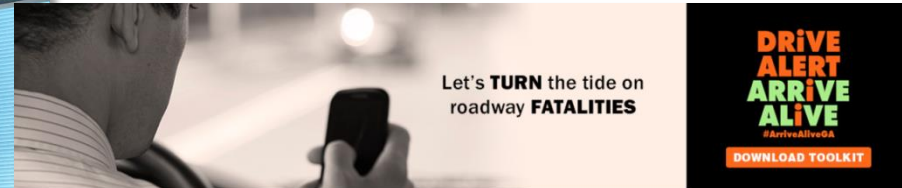
Communications Objectives

- Educate and inform the public and our employees about project delivery, congestion reduction initiatives and to promote our role in economic development initiatives
- Enhanced focus on informing public about safety initiatives that are reducing fatalities
- Communicate to our employees their value to the organization and empower them to tell the Department's good stories
- Educate public about programs and projects that maintain, maximize our assets/facilities

Accomplishments – Press /DCOs

- Responded to more than **1,600 media inquiries** for interviews and information.
- Issued more than **1,350 press releases and alerts**.
- Editorial campaign -- produced more than 20 op-eds, columns and feature pieces published in newspapers and magazines throughout the state.
- Summer Construction project outreach
- Project focused outreach and communications activities:
 - SR 20, Express Lanes, Northside Dr., Spring Street Bridge
- Wrote and produced 2015 Public Involvement Guide/PIOH
- Responded to approx. **3,888 constituent inquiries** from Jan. to Oct.
 - 89% completed in three days or less

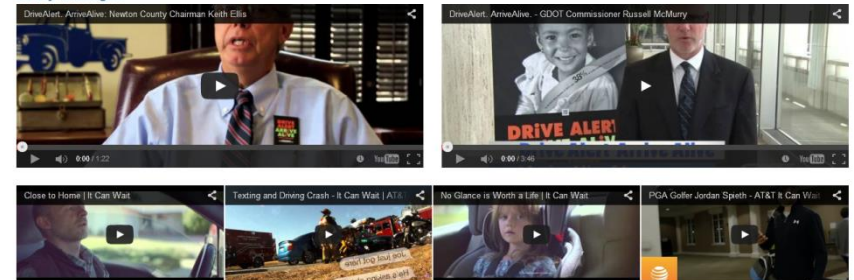
Accomplishments- Safety



To address a startling increase in fatalities on Georgia's roadways in 2015, Georgia DOT launched DriveAlert Arrive Alive. The goal of this statewide safety campaign is to educate drivers about how making simple changes in their driving behavior can prevent crashes and save lives. The campaign is a partnership between Georgia DOT, the Governor's Office of Highway Safety and the Department of Public Safety.



Safety Messages



Traffic Fatalities Up in Georgia

As of the six-month mark (ending June 30, 2015) there were a total of **662 fatalities** - 114 more than the first half of last year. With an average of over 100 deaths a month, Georgia is on track for 1,200 or more fatalities in 2015. That would be the first increase in **nine years!**

662
Fatalities on Georgia roads in first half of 2015



49%
Roadway fatalities in Georgia are single vehicle crashes - hitting a fixed object (tree, culvert, or bridge)



15%
Fatalities during the first six months of 2015 were pedestrians & bicyclists.



Accomplishments - Safety



Drive Alert. Arrive Alive.
Turning the tide on spike in Georgia traffic deaths

Traffic fatalities in Georgia are up significantly compared to last year. With an average of more than 100 deaths a month, we're on track for 1,200 fatalities or more in 2015. At this rate, we could see the first increase in traffic fatalities in nine years.

Changes in driver behavior can reduce preventable crashes.

Even more startling is that many are dying in preventable single vehicle crashes. In fact, 49 percent of traffic fatalities in Georgia this year are from a single vehicle crash.

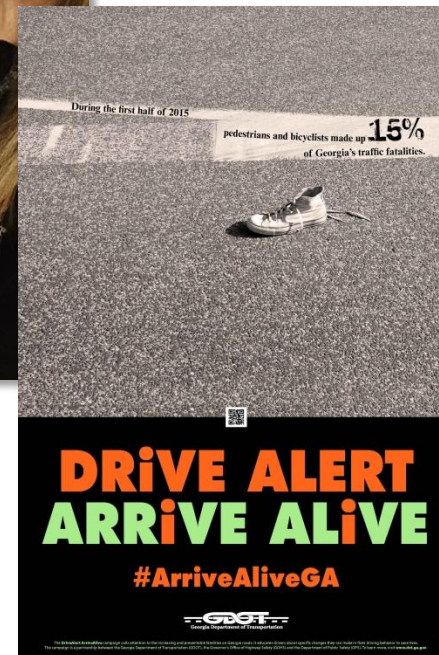


Social Media Memes used on Twitter and Facebook



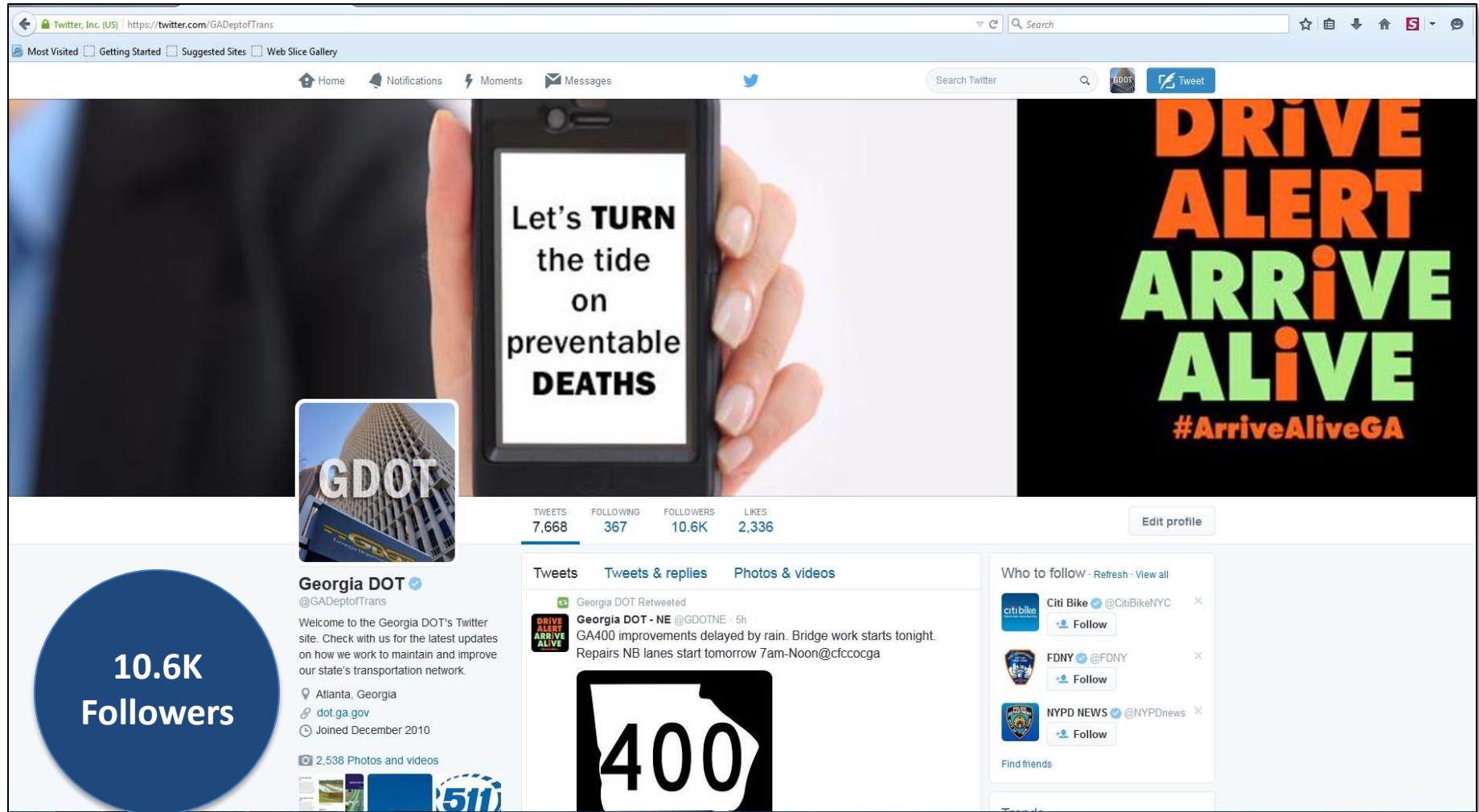
Bus back ad to be featured on GRTA Xpress buses

Accomplishments - Safety



Placed in Welcome Centers around the State

Follow Us on Twitter



The screenshot shows the Twitter profile of Georgia DOT (@GADeptofTrans). The header features a large banner image with the text "Let's TURN the tide on preventable DEATHS" and a smaller image of a hand holding a smartphone displaying the same message. To the right of the banner is a large graphic that reads "DRIVE ALERT ARRIVE ALIVE #ArriveAliveGA". Below the banner, the profile information for Georgia DOT is displayed, including a bio, location (Atlanta, Georgia), website (dot.ga.gov), and join date (December 2010). A large blue circle on the left side of the profile highlights "10.6K Followers". The main content area shows a tweet from Georgia DOT - NE (@GDOTNE) about GA400 improvements delayed by rain. The right sidebar lists accounts to follow, including Citi Bike, FDNY, and NYPD NEWS.

10.6K Followers

Georgia DOT @GADeptofTrans

Welcome to the Georgia DOT's Twitter site. Check with us for the latest updates on how we work to maintain and improve our state's transportation network.

Atlanta, Georgia
dot.ga.gov
Joined December 2010

2,538 Photos and videos

Tweets Tweets & replies Photos & videos

Georgia DOT Retweeted

Georgia DOT - NE @GDOTNE · 5h
GA400 improvements delayed by rain. Bridge work starts tonight. Repairs NB lanes start tomorrow 7am-Noon@cfccocga

400

Who to follow · Refresh · View all

- Citi Bike** @CitiBikeNYC · Follow
- FDNY** @FDNY · Follow
- NYPD NEWS** @NYPDnews · Follow

Find friends

@GADeptofTrans

Like Us on Facebook

6,530
Likes on Main

49.34%
increase in
the last
6 months

Georgia Department of Transportation

Page Messages Notifications Insights Publishing Tools Settings Help

Georgia Department of Transportation
Travel & Transportation Government Organization Add A Category

LIVES ARE
BEING LOST ON OUR ROADS
DRIVE ALERT. ARRIVE ALIVE.
#ArriveAliveGA

Contact Us Liked Message

THIS WEEK

4,425
Post Reach

433
Post Engagement

1
Contact Us

2
Website Clicks

4 of 4
Response Rate

100% response rate, day or more to respond
Respond faster to turn on the icon

6,514 likes +33 this week

4,425 post reach this week

View Pages Feed
See posts from other Pages

Invite friends to like this Page

Want More Phone Calls?
Get people near Georgia Department of Transportation to call (404) 631-1000 today.
Promote Local Business

ABOUT

600 Peachtree St NE
Atlanta, Georgia

Status Photo / Video Q&A, Event +

Georgia Department of Transportation
Published by Hootsuite (?) - 2 hrs

Transportation Funding Act of 2015 (TFA) forum. For additional info about what it means for the entire state <http://ow.ly/UtsVN>

Transportation Funding
Georgia DOT is extremely grateful for the work of the Governor and the legislature in providing additional funding to advance transportation —...

DOT.GA.GOV

39 people reached

Boost Post

Recent

2015
2014
2013
2012
2011
2010
2009

See Your Ad Here

Georgia Department of Transportation
Welcome to the official Georgia DOT Facebook page. Check with us for updates on how we ar...

Like Page 6,514 people

3,384
Likes on all
others
combined

<http://www.facebook.com/GeorgiaDOT>

Website/Blog

Commissioner's Blog

The Transportation Funding Act: A Game Changer for Georgia and Local Communities!

Wednesday, September 23, 2015

I believe that the **Transportation Funding Act of 2015 (TFA)** (aka HB 170) will be viewed historically as one of the state's most important political infrastructure decisions - it is a true game changer for Georgia!

It provides a sustainable funding mechanism so that Georgia can address its critical infrastructure needs, such as taking care of the state's bridges, roads, drains, and basic maintenance needs as affirmed by the Legislature's Joint Study Committee for Critical Transportation Infrastructure Funding. It shifts Georgia away from total federal funding dependency for our capital projects and provides Georgia DOT with flexibility to strategically utilize funds. However, the need for funding to address local needs still exists.

In hopes of addressing the continued local needs, the TFA 2015 provides local governments with a new funding mechanism that allows funds for transportation projects to be created by an incremental percentage sales tax up to 1% for five years. This provision modified the TIA/TSPLOST law that was in place when 3 of 12 Regions passed it back in the July 2012 referendum.

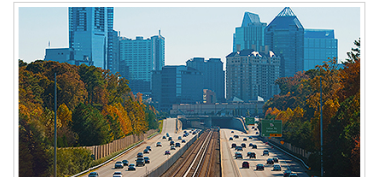
I certainly want to thank the Governor and the Legislature for adding this tool to the transportation tool box this year. Georgia will benefit from it for many years to come.

Local Governments now considering this new funding tool can look to the success to date of those three Regions, and they can have the confidence in the difference TSPLOST can make. Over \$352 million has been collected in less than three years to advance 145 projects in those regions. That is more than three years of funding that GDOT provides to all local governments. It is also greater than one-third of the total federal funds Georgia receives each year. These funds can be put to countless uses by local governments on everything from projects to equipment to operations.

Local governments should know that despite federal funding uncertainty, projects in the three TIA regions never slowed down. In fact, in January of this year, those were the only projects that advanced while we had over 100 federal projects on hold due to lack of federal funds. The federal uncertainty at the moment is very real, as there isn't a federal funding bill for next federal fiscal year (October 1). For a state agency, it is very difficult to plan and deliver transportation projects without funding certainty since the federal program is a reimbursable program. TSPLOST will provide that funding certainty.

Another huge benefit is that many projects will not have to be coupled with federal funds which require many more regulations and processes; often resulting in added costs and delays. One great example is in Columbus where we received bids in August 2015 for a major interchange project that had nothing more than a napkin sketch in January 2013. The federal process could have easily added one to two years to the project.

Furthermore, I'm encouraged by the conversations and resolutions being passed locally to advance TSPLOST around the state. This is evidence of local governments' understanding of the critical link between transportation infrastructure and economic prosperity. Transportation is a key driving force behind a strong economy and I applaud our local governments for doing all they can to ensure their economic prosperity. Georgia DOT certainly looks forward to working with any local government interested in discussing TSPLOST!



[View Transportation Funding Info](#)

Watch Us on YouTube

★ You're using an older version of Internet Explorer that we'll soon stop supporting. Please [update your browser](#) to the latest version.

Mike Dover, Deputy Commissioner
Introduction & Purpose

Introduction & Purpose: GDOT Deputy Commissioner Mike Dover

Georgia DOT

270

10 views

+ Add to < Share ... More

Published on Nov 10, 2015
GDOT Deputy Commissioner Mike Dover speaks at the Transportation Funding Act of 2015 on Monday, November 9, 2015.

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ALL COMMENTS

Up next

Autoplay ☒

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by Georgia DOT
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by Georgia DOT
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Bidding & Advertisement: GDOT Procurement Administrator Treasury Young
by Georgia DOT
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I Remember, I Believe (Avondale Burial Place)
by Georgia DOT
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Welcome, Introductions, Purpose: Georgia DOT Deputy Commissioner Mike Dover
by Georgia DOT
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LMIG Webcast Chat
by Georgia DOT
1,014 views

Georgia DOT DBE Considerations: Deputy EEO Administrator Betty Mason,
by Georgia DOT
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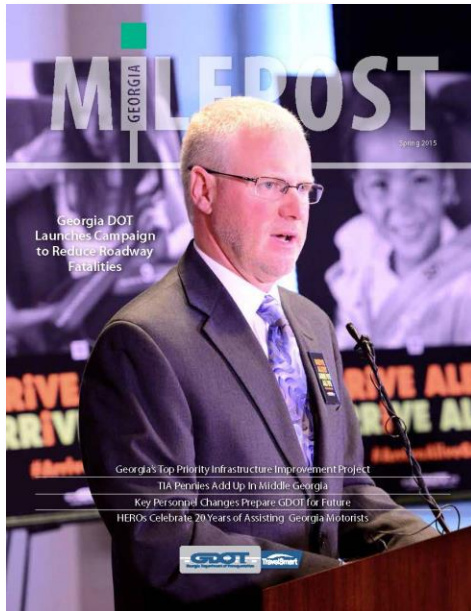
Northwest Corridor
by Georgia DOT
23,116 views

Variable Speed Limits (VSL)
by Georgia DOT
3,662 views

270
Subscribers

<https://www.youtube.com/user/GeorgiaDeptofTrans>

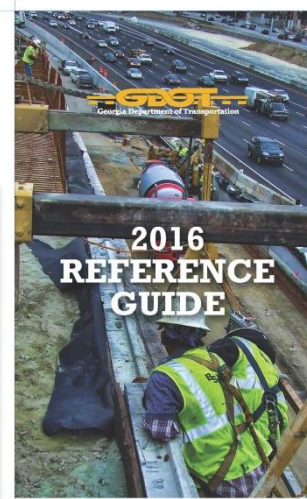
Accomplishments



Quarterly Magazine



Monthly Wrap-up E-blast



Reference Guide 2016



Board Newsletter

Upcoming – Centennial

Celebrating A Century of Simply the Best in Safety, Service & Innovation!

Events

- Website Launch ...***November 2015***
- StoryCorps taping...***December 15, 2015***
- Centennial Kick off press event.....***January 2016***
- District Events/Displays (Public Libraries, Community Events, etc.)
(Year-long event throughout Districts)
- Student Art Contest ***(November '15 – March '16)***
- Georgia DOT 100th Anniversary Day at Capitol/Proclamation from Governor Deal ***(March 29, 2016)***
- Anniversary Day Celebration/Classic Car Tour of the state (August 16, 2016) ***(Actual event on August 14th)***
- Employee Events – PERW, Annual Meetings, District meetings
- In –state conference meetings – GAMPO, ACCG, GMA

Upcoming – Centennial

Commissioner's Corner

Districts

GDOT Centennial

GDOT Publications

Key GDOT Contacts

Key Services

Offices & Divisions

State Transportation Board

Celebrating a Century of
Simply the Best in Service, Safety, and Innovation

1916

2016

Georgia DOT Centennial

Celebrating A Century of Simply the Best in Safety, Service & Innovation!

HISTORICAL HIGHLIGHT
Construction of University Avenue in Fulton County

52 DAYS
TO CENTENNIAL

The 100th anniversary of GDOT will take place in 2016. For nearly 100 years we've done important work that has led to a better quality of life for residents, tourists, businesses and improved the overall economic development of the state.



1916-2016

History of Georgia Department of Transportation
Published By the University of Georgia

This document provides an overview of the Georgia Department of Transportation over the past century (1916-2016). It covers the beginning of road building in the south in the early 1900s, the Great Depression and the expansion of the interstate system.

Snapshot of Our History

Historical Highlights



Road Trip & Regional History



Historical Documents



Videos & Podcasts



Historical Photos & Objects



Historical Maps



Timeline of GDOT's History



Timeline



Events Calendar

Event	Date	Time	Details
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Upcoming – TFA 2015

TravelSmart

Drive Smart

Partner Smart

Build Smart

Invest Smart

Home -> Invest Smart -> Transportation Funding

- Airport Aid
- Georgia Freight
- Grants & Funding Programs
- Rail
- Statewide Strategic Transportation Plan (SSTP)
- Statewide Transportation Improvement Program (STIP)

**Your
Dollar\$
Building
A Better
Georgia**

Georgia Department of Transportation

Transportation Funding



Transportation Funding Act of 2015 (TFA 2015)

Georgia DOT is extremely grateful for the work of the Governor and the legislature in providing additional funding to advance transportation – funding that will help make Georgia the #1 state for business investment and economic development. The legislature recognized a need that was well demonstrated and we appreciate their hard work in making the additional funding a reality. This additional estimated \$830 million to \$1 billion in annual revenues will give us the opportunity to take care of our critical infrastructure and begin working through our backlog of capital maintenance projects that have been deferred.

[Read More](#)

Construction Project Forecast



Consultant Services Forecast



Maintenance Service Contracts





Questions?